



Press Release  
April 29, 2015

### **Make Life a Ride.**

### **The 15th BMW Motorrad Days in Garmisch-Partenkirchen on 3-5 July.**

**Munich/Garmisch-Partenkirchen.** The life of a motorcyclist is rooted in three things: the rides, the adventurous journeys, and knowing people who are on the same wavelength as you. For the last fifteen years, all three of these aspects have been well catered for in Garmisch-Partenkirchen. And once again, in 2015, motorcycling enthusiasts and friends, celebrities from radio and television, trendsetters from the style and fashion world, and anyone else who knows what a fun weekend it is sure to be will be coming together at the Hausberg mountain on 3-5 July to celebrate the 15th BMW Motorrad Days.

Anybody who has already attended the BMW Motorrad Days (or the BMW Bikermeeting as it was known until 2006) won't need reminding why there are so many people who choose to come to this unique event. Last year it attracted more than 40,000 visitors, and most of them will come again this year. After fifteen years of the BMW Motorrad Days, there are far more than fifteen reasons to attend the event.

Here you will find motorcycle riders of all ages and sexes along with motorcycles of all ages and brands. They come from all corners of the earth. Even non-riders at the festival site are in for incomparable fun and enjoyment on the first July weekend. And even if you tend to have prejudices against motorcycle meetings, you should come at least once and try out the BMW Motorrad Days to see what you think – BMW Motorrad hereby invites you to join us this year.

As ever, everything will be laid on free of charge at this year's event. This is BMW Motorrad's way of saying thank you to the motorcycling community. Visitors only need money to pay for their typical Bavarian accommodation, either a room (book well in time), a place on the field to pitch a tent (€7.50 for the entire event) or the tent that you can rent through BMW Motorrad (25 € for the entire event).

Whether you are in search of the latest customising trends in the motorcycle scene or you want to see all the cool conversions on display, whether you are fan of rockabilly or you like to wear your beard over your flannel shirt, this is the place for you. There will be plenty of inspiring conversions on display in the custom village, including the spectacular variants of the BMW R nineT from Japan.

And of course it isn't just about theory, but plenty of attention is also devoted to the practice of motorcycling. BMW Motorrad is happy to

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welcome anyone who wishes to try out a BMW. All around Garmisch-Partenkirchen, you can test ride the entire range of BMW motorcycles, including the new BMW S 1000 XR, the C Evolution electric scooter, the improved F 800 R or the latest generation of the high-tech super sport machine, the S 1000 RR. Don't forget to book in advance.

Moreover, Garmisch-Partenkirchen is situated in one of the most attractive motorcycling regions in the world. Experienced local guides can take visitors on short tours to see the highlights, or more extensive half-day trips are available that combine winding roads with wonderful views of the surrounding landscape.

And for off-road enthusiasts, the BMW Motorrad Days always has an Enduro route on offer, where experienced instructors look forward to passing on the joy of riding on uncovered tracks. Anyone who wishes has a chance to discover what the BMW R 1200 GS is capable of once it is off the tarmac.

Another one of this year's highlights will be the classic boxer sprint, which unfortunately had to be cancelled at last year's event for logistical reasons. Which makes it all the more pleasing that the show is set to return this year. Boxer motorcycles will be heated up to compete with each other in acceleration duels over the traditional eighth of a mile distance. There will be sixteen twin-valve and eight four-valve boxers at the start, all in classic design. There are still some places free.

The most popular of all the superbikes, the S 1000 RR, will also be part of the programme. This superbike has proven itself both in road racing and in high-speed competitions. The white-blue racing machines of many sporting personalities can be seen live in the motorsport tent. The winners of the GS Trophy will also be there to talk about their experiences.

If you again wish to witness breathtaking presentations of improbable motorcycle physics, you will definitely not want to miss the incredible stunt shows on display at the square on the Hausberg.

Donald Ganslmeier's Motodrom with the world's oldest travelling wall of death has been an absolute hit with BMW Motorrad Days visitors since their first participation, and the reasons are obvious. The fearless stunt team ride the board wall without holding on to their old Indians, only an arm's length away from the amazed audience.



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As always, friends of spectator processions will be watching the motorcycle parade on the Saturday. All motorcycles are welcome, whatever the brand. The classic parade for historical models will take place this year on the Sunday.

Any company is made up of both people and ideas, and Garmisch-Partenkirchen offers you the perfect opportunity to get to know them. BMW Motorrad will be presenting motorcycle design concepts, and experts will be on hand to answer any questions relating to BMW Motorrad and cast light on the work involved in building a motorcycle.

Apart from being a party, the BMW Motorrad Days are also an exhibition, in which the motorcycling scene presents its ideas and accessories. Take a relaxed walk through the tent village, where experts in the field will give advice and present their products live.

In the big beer tent, party heroes like the Blechblösn and Gerry & Garry will be presenting their costumes and cover versions to get everyone in the mood for listening and looking, as well as singing and dancing on the tables.

Alternatively on offer is the live rock music at the Motodrom or the big campfire with singer and guitar.

Last but not least, as it does every year, BMW Motorrad will be offering highlights of outdoor Bavarian cuisine at fair prices, along with expertly tapped beer. With their crispy half chickens or joints of pork, freshly baked soft pretzels, spare ribs, meatloaf, hamburgers or simply currywurst – the professional caterers from Feinkost Käfer always look forward to their visitors.

Make Life A Ride. Come to Garmisch-Partenkirchen.

Further information as well as the full event programme (available soon) can be viewed in the Internet at: [bmw-motorrad.com/motorraddays](http://bmw-motorrad.com/motorraddays) and [www.facebook.com/bmw.motorrad](https://www.facebook.com/bmw.motorrad).

Press materials from previous BMW Motorrad Days events along with BMW Motorrad products can be found in the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

For press materials relating to BMW motorcycles and BMW Motorrad rider equipment, visit the BMW Group PressClub at [www.press.bmwgroup.com](http://www.press.bmwgroup.com).



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### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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